

Title: NetMark Partners with PSI to Market Treatment Kits in Mali

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Department: Health

Description: A good example of Synergy: NetMark and Population Services International (PSI) are working together to promote K-O Tab® treatment kits

Content: (Text below)

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ALTHOUGH 70% OF HOUSEHOLDS in Mali have a mosquito net, only one in five nets is treated. To increase the rate of treatment, NetMark has joined with PSI to promote and distribute K-O Tab® treatment kits to pregnant women and children throughout Mali. Manufactured by Bayer AG Laboratories, K-O Tab® treatment kits will be socially marketed under the PSI brand, Bloc®. Priced at an affordable 50 cents, most of the treatment kits will be widely distributed through pharmacies and promoted under a large-scale social marketing effort managed by PSI with funding from the Global Fund to Fight AIDS, Tuberculosis and malaria and USAID's NetMark project. NetMark has provided PSI with 500,000 kits and is covering the cost of dedicated promotional teams and advertising. Approximately 100,000 of the NetMark-donated kits will be distributed free of cost to pregnant women through a voucher program in collaboration with CARE.

The partnership between NetMark and PSI was formally launched on July 6th by Mali's Minister of Health, Dr. Maiga Zeinab Mint Youba, at the Hippodrome in Bamako. The famous Malian singer, Leou Tirera, performed a song about malaria prevention and the benefits of Bloc® treatment kits. Other participants included: USAID Mission Director, Pamela White; Minister of Public Security, Colonel Sadio Gassama; Former Prime Minister, Younoussi Toure; National Malaria Control Program Coordinator, Dr. Massambou Sacko; the Hippodrome Health Center Team; and various representatives from the NGO community. The NetMark/PSI partnership in Mali is the first time that the two groups have collaborated formally on project implementation. This will hopefully be the first of many joint efforts that build on the strengths and leverage the technical,

financial and logistical resources of NetMark and PSI to achieve larger-scale impact than would be possible with separate programs.



Bloc promoters at the official launch.



Bloc treatment kit for sale at a pharmacy in Bamako.